AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable	e box)	•	pro-pro-q			
LI FEDER	AL CANDIDA		☑ STATI	E/LOCAL CAI	NDIDATE	
	il Themselve v, Federal Car					
Station and	I focation:					
WRA		Raleigh			-22-12	
I, Smart Media						
<u> </u>	of: Pat McCrory				, a legally	
	ate of the Republ	ican				
•		ican		W. W. W. State Line Line Line Line Line Line Line Lin	political	
in the General	party for the office of: Governor					
	11 11/6/0010			**************************************	help to the second	
	eld on: 11/6/2012					
do hereby reque	st station time as f	follows:				
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks	
see attached						
		ſ				
Total Charg	jes: 🕸 386	530g	\$ 327	50.50 N	set	

For programming that, in whole or inational importance," list the matter		elating to any political matter of
I represent that the payment for the	above described broadcast time has	s been furnished by:
The Pat McCrory Committee		140-110-110-110-110-110-110-110-110-110-
and you are authorized to announce I represent that this person or entity committee/organization of the legall	is either a legally qualified candida	
The name of the treasurer of the can	didate's authorized committee is:	,
Jonathan Massachi		
This station has disclosed to me its pand discount, promotional and other		
To Be Signed By	Candidate or Authori	zed Committee
5/31/12 Qu	en a Lean	
Date	∽Signature	
To Be Sigi	ned By Station Repres	sentative
Accepted	Accepted in Part	☐ Rejected
Dave Zylis Signature	Dave Lyles Printed Name	Sales Manager Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

(nam		or authorized committee) her r in part) pursuant to this agre	eby certify that the programming eement:
	☑ does	☐ does not	
		ate (check applicable box). I er to an opposing candidate:	further certify that for the
(chec	k applicable box)		
		te, the office being sought, a	statement by the candidate that and that the candidate has
	image of the candidat displayed printed stat	te for a duration of at least for tement identifying the candid at the candidate and/or the car	ntifiable photograph or similar our seconds, and a simultaneously ate, that the candidate approved addidate's authorized committee
	Juli (sign	Chenne nature of candidate or authorized	committee
	pr	inted name	date

CONTRACT



WRAL-TV 2619 Western Blvd Raleigh, NC 27605 (919)821-8514

	Contract / Revision	Alt Order #
	116681 /	06218219
Product		
MCCRORY 10/22		
Contract Dates	Estimate #	
10/22/12 - 10/28/12	C22C28	
Advertiser	Original Date / Revision	
Pat McCrory for Gove	08/16/12 / 08/22/12	

And:

Smart Media 101 N. Columbus Street Suite 200 Alexandria, VA 22314

Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WRAL Cheryl Blair Washington Tel-Special Handling Demographic Adults 35+ Total Ratings 599.10 IDB# Advertiser Code Product Code MCCRO ORDR Agency Ref Advertiser Ref

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeSpots	Amount
N 1 WRAL 10/26/12 10/26/12 Price is Right	11a-12p	:30	NM 1	\$125.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> <u>Rating</u> \$125.00 3.70			
N 2 WRAL 10/26/12 10/26/12 Noon News	12p-1p	:30	NM 1	\$125.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> <u>Rating</u> \$125.00 0.00			
N 3 WRAL 10/26/12 10/26/12 Young and the Restless	4-5p	:30	NM 1	\$450.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> <u>Rating</u> \$450.00 7.40			4 - m _. .
N 4 WRAL 10/26/12 10/26/12 WRAL 5am News	5am - 5:30a	:30	NM 1	\$150.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> <u>Rating</u> \$150.00 3.00			
N 5 WRAL 10/26/12 10/26/12 CBS This Morning	7am - 9am	:30	NM 1	\$175.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> <u>Rating</u> \$175.00 3.80			
N 6 WRAL 10/26/12 10/26/12 Fri Hour 1	8-9p	:30	NM 1	\$800.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> <u>Rating</u> \$800.00 0.00			
N 7 WRAL 10/22/12 10/22/12 Price is Right	11a-12p	:30	NM 1	\$125.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	Rate Rating \$125.00 3.70			
N 8 WRAL 10/22/12 10/22/12 Young and the Restless	4-5p	:30	NM 1	\$450.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> . <u>Rating</u> \$450.00 7.40			

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	Contract / Revision	Alt Order#	
	116681 /	06218219	
Contract Dates	Product	Estimate #	
10/22/12 - 10/28/12	MCCRORY 10/22	C22C28	

<u>Advertiser</u> Original Date / Revision 08/16/12 / 08/22/12 Pat McCrory for Governor

		L			l		*********
	Start/End		Spots/				
*Line Ch Start Date End Date Description	Time	Days	Length Week	Rate F	Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	Rating				I	
N 9 WRAL 10/22/12 10/22/12 WRAL 5am News	5am - 5:30a		:30		NM	1	\$150.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$150.00	Rating 3.00					
N 10 WRAL 10/22/12 10/22/12 CBS This Morning	7am - 9am		:30		NM	1	\$175.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$175.00	Rating 3.80					
N 11 WRAL 10/27/12 10/27/12 Sat Hour 3	10-11p		:30		NM	. 1	\$700.00
CLASS 4 - CANDIDATE Start Date	<u>Rate</u> \$700.00	Rating 5.90					
N 12 WRAL 10/27/12 10/27/12 WRAL 6a News Sat	6-8a		:30		NM	1	\$150.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1	<u>Rate</u> \$150.00	Rating 4.70					
N 13 WRAL 10/27/12 10/27/12 CBS This Sat Morning 8-9a	8-9a		:30		NM	. 1	\$200.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1 Spot Ch Date Range Description 1 WRAL 10/22/12-10/28/12 CBS This Sat Morning 8-9a See MG 13.2	\$200.00 Start/End T	<u>Rating</u> 4.20 ime <u>Weekday</u>			<u>Rtg</u> <u>Type</u> 4.20 <i>NM</i>		
2 WRAL 10/22/12-10/28/12 WRAL News Sat. 9a-9:30a ⊕ MG for 13.1 10/27 CLASS 4 CANDIDATE	9:00a - 9:30)a	·Sa :30	\$200.00	4.20 NM	-	
N 14 WRAL 10/28/12 10/28/12 6pm News (Sun)	6-630p		:30		NM	1	\$225.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$225.00						
N 15 WRAL 10/28/12 10/28/12 WRAL Sun Morning News	7-9a		:30		NM	1	\$150.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$150.00	Rating 4.70					
N 16 WRAL 10/28/12 10/28/12 CBS Sunday Morning	9-1030a		:30		NM	1	\$250.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$250.00	Rating 4.80					
N 17 WRAL 10/25/12 10/25/12 Price is Right	11a-12p		:30		NM	1	\$125.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$125.00	Rating 3.70					
N 18 WRAL 10/25/12 10/25/12 Young and the Restless	4-5p		:30		NM	1	\$450.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$450.00						
N 19 WRAL 10/25/12 10/25/12 WRAL 5am News	5am - 5:30a		:30		NM	1	\$150.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week	Rate	Rating					

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	Contract / Revision	Alt Order #
	116681 /	06218219
- Dalas	m	F-4:4-4

 Contract Dates
 Product
 Estimate #

 10/22/12 - 10/28/12
 MCCRORY 10/22
 C22C28

| Advertiser | Original Date / Revision |
| Pat McCrory for Governo| 08/16/12 / 08/22/12

		L				
	Start/End		Spots/			
*Line Ch Start Date End Date Description	Time	•	Length Week	Rate Rtn TypeS	oots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1		Rating 3.00				
N 20 WRAL 10/25/12 10/25/12 WRAL AM News	6-7a		:30	NM	1	\$400.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$400.00	Rating 5.30				
N 21 WRAL 10/25/12 10/25/12 CBS This Morning	7am - 9am		:30	NM	1	\$175.00
CLASS 4 - CANDIDATE <u>Start Date</u> End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1		Rating 3.80				
N 22 WRAL 10/23/12 10/23/12 Price is Right	11a-12p	0.00	:30	NM	1	\$125.00
CLASS 4 - CANDIDATE	11a-12p		,50	INIVI	'	φ120.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$125.00	Rating 3.70				
N 23 WRAL 10/23/12 10/23/12 Young and the Restless	4-5p		:30	NM	1	\$450.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$450.00	Rating 7.40				
N 24 WRAL 10/23/12 10/23/12 WRAL 5am News	5am - 5:30a		:30	NM	1	\$150.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$150.00	Rating 3.00				
N 25 WRAL 10/23/12 10/23/12 WRAL AM News	6-7a		:30	NM	1	\$400.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$400.00	Rating 5.30				
N 26 WRAL 10/23/12 10/23/12 CBS This Morning	7am - 9am		:30	NM	1	\$175.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1	. <u>Rate</u> \$175.00	Rating 3.80			. •	
N 27 WRAL 10/23/12 10/23/12 Tue Hour 1	8-9p		:30	NM	1	\$1,400.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$1,400.00	Rating 18.70				
N 28 WRAL 10/24/12 10/24/12 Wed Hour 3	10-11p		:30	NM	1	\$1,200.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$1,200.00	Rating 10.00				
N 29 WRAL 10/24/12 10/24/12 Price is Right	11a-12p		:30	NM	1	\$125.00
CLASS 4 - CANDIDATE <u>Start Date</u>	<u>Rate</u> \$125.00	Rating 3.70				
N 30 WRAL 10/24/12 10/24/12 Young and the Restless	4-5p		:30	NM	1	\$450.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$450.00	Rating 7.40				
N 31 WRAL 10/24/12 10/24/12 WRAL 5am News	5am - 5:30a		:30	NM	1	\$150.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week	<u>Rate</u>	Rating				

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	Contract / Revision	Alt Order #	
	116681 /	06218219	
autrost Datas	Deadust	Estimate #	

 Contract Dates
 Product
 Estimate #

 10/22/12 - 10/28/12
 MCCRORY 10/22
 C22C28

| Advertiser | Original Date / Revision |
| Pat McCrory for Governor | 08/16/12 / 08/22/12

				11		
	Start/End		Spots/			
*Line Ch Start Date End Date Description	Time	Days	Length Week	Rate Rtn TypeSp	oots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$150.00	Rating 3.00				٠.
N 32 WRAL 10/24/12 10/24/12 CBS This Morning	7am - 9am		:30	NM	1	\$175.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$175.00	Rating 3.80				
N 33 WRAL 10/26/12 10/26/12 Noon News	12p-1p		:30	MM	1	\$125.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$125.00	Rating 5.30				
N 34 WRAL 10/26/12 10/26/12 WRAL 5:30AM News	530-6a		:30	NM	1	\$250.00
CLASS 4 - CANDIDATE <u>Start Date</u>	<u>Rate</u> \$250.00	Rating 3.80				
N 35 WRAL 10/26/12 10/26/12 WRAL AM News	6-7a		:30	NM	. 1	\$400.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$400.00	Rating 5.30				
N 36 WRAL 10/22/12 10/22/12 Noon News	12p-1p		:30	NM	1	\$125.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$125.00	Rating 5.30				
N 37 WRAL 10/22/12 10/22/12 WRAL 5:30AM News	530-6a		:30	NM	1	\$250.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$250.00	Rating 3.80				
N 38 WRAL 10/22/12 10/22/12 WRAL AM News	6-7a		:30	NM	1	\$400.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$400.00	Rating 5.30				
N 39 WRAL 10/27/12 10/27/12 Sat Hour 2	9-10p		:30	NM	1	\$550.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$550.00					
N 40 WRAL 10/25/12 10/25/12 Noon News	12p-1p		:30	NM	1	\$125.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$125.00	Rating 5.30				
N 41 WRAL 10/25/12 10/25/12 WRAL 5:30AM News	530-6a		:30	NM	1	\$250.00
CLASS 4 - CANDIDATE Start Date	<u>Rate</u> \$250.00					
D 42 WRAL 10/25/12 10/25/12 Inside Edition	7-730P		:30	NM	0	\$0.00
CLASS 4 - CANDIDATE N 43 WRAL 10/23/12 10/23/12 Noon News	12p-1p		:30	NM	1	\$125.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1				1111	,	\$120.00
N 44 WRAL 10/23/12 10/23/12 WRAL 5:30AM News CLASS 4 - CANDIDATE	530-6a		:30	NM	1	\$250.00

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	Contract / Revision 116681 /	Alt Order # 06218219
Contract Dates	Product	Estimate #
40/22/42 40/28/42	MCCBOBY 10/22	COOCOR

Original Date / Revision Advertiser 08/16/12 / 08/22/12 Pat McCrory for Governo

		· - · · ·			Start/End	-	Spots		T 0		8
*Line			te Description		Time		Length Week	Rate Rtr	i iype Sp	OTS	Amount
Week	Start Date (; 10/22/12	End Date 10/28/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$250.00	Rating 3.80	•				
N 45	WRAL 10/24/	12 10/24/12	Noon News		12p-1p		:30		NM	1	\$125.00
	CLASS 4 - CA Start Date c: 10/22/12		Weekdays 1	Spots/Week 1	<u>Rate</u> \$125.00	Rating 5.30					
N 46	WRAL 10/24/	12 10/24/12	2 CBS Daytim	e (1:30-4P)	130-4p		:30		NM	1	\$135.00
	CLASS 4 - CA Start Date c: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$135.00	Rating 3.10					
N 47	WRAL 10/24/	12 10/24/1	2 WRAL 5:30	\M News	530-6a		:30		NM	1	\$250.00
Week	CLASS 4 - C/ Start Date <: 10/22/12	<u>End Date</u> 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$250.00	Rating 3.80			******		
			2 WRAL AM N	lews	6-7a		:30		NM	1	\$400.00
	CLASS 4 - CA Start Date k: 10/22/12		Weekdays 1	Spots/Week 1	<u>Rate</u> \$400.00	Rating 5.30					
			2 Fri Hour 3		10-11p		:30		NM	1	\$700.00
	CLASS 4 - C <u>Start Date</u> k: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$700.00	Rating 11.50					
N 50	WRAL 10/26	/12 10/26/1	2 Late News		11-1135p		:30		NM	1	\$650.00
	CLASS 4 - C. Start Date k: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$650.00	Rating 7.40					
N 51			2 Letterman F	riday	1205x-107x		:30		NM	1	\$85.00
Weel	CLASS 4 - C Start Date k: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$85.00	Rating 3.40					
N 52			2 CBS Daytin	ne (1:30-4P)	130-4p		:30		NM	1	\$135.00
Wee	CLASS 4 - C <u>Start Date</u> k: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$135.00	Rating 3.10					
N 53			2 5:00 First N	ews	5-530p		:30		NM	1	\$550.00
Wee	CLASS 4 - C <u>Start Date</u> k: 10/22/12	End Date	Weekdays 1	Spots/Week 1	<u>Rate</u> \$550.00	Rating 8.20					
N 54			2 5:30 News		530-6p		:30		NM	1	\$550.00
Wee	CLASS 4 - C <u>Start Date</u> k: 10/22/12	ANDIDATE End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$550.00	Rating 8.20					
N 55	WRAL 10/26		2 6pm News	(M-F)	6-630p		:30		MM	1	\$650.00
Wee	CLASS 4 - C Start Date k: 10/22/12		Weekdays 1	Spots/Week 1	<u>Rate</u> \$650.00	Rating 10.80					
N 56	WRAL 10/26		2 Inside Editi	on	7-730P		:30		NM	2	\$950.00
	CLASS 4 - C Start Date	ANDIDATE End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating			1		

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Contract / Revision	Alt Order #	
116681 /	06218219	

Contract Dates <u>Product</u> Estimate # 10/22/12 - 10/28/12 MCCRORY 10/22 C22C28

<u>Advertiser</u> Original Date / Revision 08/16/12 / 08/22/12 Pat McCrory for Governo

						•				
					Start/End		Spots/			
*Line	Ch Start [Date End Da	ite Description	1	Time	Days	Length Week	Rate Rtn T	Type Spots	Amount
Wee	<u>Start Date</u> k: 10/22/12	<u>End Date</u> 10/28/12	Weekdays 2	Spots/Week 2	<u>Rate</u> \$475,00	Rating 7.60				
N 57	WRAL 10/26/	12 10/26/1:	2 Entertaimen	t Tonight	730-8P		:30		NM 1	\$475.00
Wee	CLASS 4 - CA Start Date k: 10/22/12	NDIDATE End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$475.00	Rating 5.60				
N 58	WRAL 10/26/	12 10/26/1	2 Fri Hour 1		8-9p		:30		NM 1	\$400.00
Wee	CLASS 4 - CA Start Date ek: 10/22/12		Weekdays	Spots/Week 1	<u>Rate</u> \$400.00	Rating 7.20				
N 59	WRAL 10/22/	12 10/22/1	2 David Letter	man	1135p-1237a	ı	:30		N M 1	\$115.00
Wee	CLASS 4 - CA Start Date k: 10/22/12		Weekdays 1		<u>Rate</u> \$115.00	Rating 3.40				
N 60	WRAL 10/22/	12 10/22/1	2 CBS Daytim	ie (1:30-4P)	130-4p		:30		NM 2	\$270.00
Wee	CLASS 4 - C/ Start Date ek: 10/22/12		Weekdays 2	Spots/Week 2	<u>Rate</u> \$135.00	Rating 3.10				
N 61	WRAL 10/22/	12 10/22/1	2 5:00 First N	ews	5-530p		:30		NM 1	\$550.00
Wee	CLASS 4 - C/ <u>Start Date</u> ek: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$550.00	Rating 8.20				
N 62	WRAL 10/22	/12 10/22/1	2 5:30 News		530-6p		:30		NM 1	\$550.00
Wee	CLASS 4 - C/ <u>Start Date</u> ek: 10/22/12		Weekdays 1	Spots/Week 1	<u>Rate</u> \$550.00	Rating 8.20				
N 63	WRAL 10/22	/12 10/22/1	2 6pm News (M-F)	6-630p		:30		NM 1	\$650.00
Wee	CLASS 4 - C Start Date ek: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$650.00	Rating 10.80				
N 64	WRAL 10/22	/12 10/22/1	2 Inside Edition	n	7-730P		:30		NM 2	\$950.00
Wee	CLASS 4 - C. <u>Start Date</u> ek: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 2	Spots/Week 2	<u>Rate</u> \$475.00	Rating 7.60				
N 65	WRAL 10/22	/12 10/22/1	2 Entertaimer	it Tonight	730-8P		:30		NM 1	\$475.00
Wee	CLASS 4 - C. Start Date ek: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$475.00	Rating 5.60		*********		
N 66	WRAL 10/27	/12 10/27/1	2 Late News		11-1135p		:30		NM 1	\$650.00
Wee	CLASS 4 - C. <u>Start Date</u> ek: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$650.00	Rating 7.40				
N 67	WRAL 10/27	/12 10/27/1	2 CRIMINAL	MINDS	1135-1235X	М	:30		NM 1	\$95.00
Wee	CLASS 4 - C. Start Date ek: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$95.00	Rating 2.90				
N 68			2 7pm News		7-730p		:30		NM 1	\$175.00
	CLASS 4 - C. Start Date	ANDIDATE End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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 Contract / Revision
 Alt Order #

 116681 /
 06218219

 Contract Dates
 Product
 Estimate #

 10/22/12 - 10/28/12
 MCCRORY 10/22
 C22C28

| Advertiser | Original Date / Revision |
| Pat McCrory for Governo: 08/16/12 / 08/22/12

					l					
					Start/End		Spots/			
*Line	Ch Start [Date End Da	te Description		Time	Days	Length Week	Rate Rtn TypeS	pots	Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				
	k: 10/22/12	10/28/12	1-	1	\$175.00	5.30		\		****
N 69	WRAL 10/2//		2 Sat Hour 1		8-9p		:30	NM	1	\$250.00
Wee		End Date 10/28/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$250.00	Rating 4.50				
N 70	WRAL 10/28/	12 10/28/1	2 Face The Na	ition 1030-1130	1030-1130		:30	NM	1	\$200.00
Wee	CLASS 4 - CA <u>Start Date</u> k: 10/22/12		Weekdays 1	Spots/Week 1	<u>Rate</u> \$200.00	Rating 2.00				
N 71	WRAL 10/28/	12 10/28/1	2 Late News		11-1135p		:30	NM	1	\$650.00
Wee	CLASS 4 - CA <u>Start Date</u> k: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$650.00	Rating 7.40				·
N 72	WRAL 10/28/	12 10/28/1	2 60 Minutes		7-8p		:30	NM	1	\$1,020.00
Wee	CLASS 4 - CA Start Date k: 10/22/12		Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,020.00	Rating 9.20				
N 73	WRAL 10/25/	12 10/25/1	2 Late News		11-1135p		:30	NM	1	\$650.00
Wee	CLASS 4 - C/ Start Date k: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$650.00	Rating 7.40				
N 74	WRAL 10/25/	/12 10/25/1	2 David Letter	man	1135p-1237a		:30	NM	1	\$115.00
Wee	CLASS 4 - C/ Start Date k: 10/22/12		Weekdays 1	Spots/Week 1	<u>Rate</u> \$115.00	Rating 7.40				
N 75	WRAL 10/25	/12 10/25/1	2 CBS Daytim	e (1:30-4P)	130-4p		:30	NM	1	\$135.00
Wee	CLASS 4 - C/ Start Date k: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$135.00	Rating 3.10				
N 76	WRAL 10/25	/12 10/25/1	2 5:00 First No	ews	5-530p		:30	NM	1	\$550.00
Wee	CLASS 4 - CA Start Date ek: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$550.00	Rating 8.20				
N 77	WRAL 10/25	/12 10/25/1	2 6pm News (M-F)	6-630p		:30	NM	1	\$650.00
Wee	CLASS 4 - C Start Date ek: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$650.00	Rating 10.80				
N 78	WRAL 10/25	/12 10/25/1	2 Inside Editio	n	7-730P		:30	NM	2	\$950.00
Wee	CLASS 4 - C. <u>Start Date</u> ek: 10/22/12		Weekdays	Spots/Week 2	<u>Rate</u> \$475.00	Rating 7.60				
N 79			2 Entertaimen	t Tonight	730-8P		:30	NM	1	\$475.00
Wee	CLASS 4 - C. Start Date ek: 10/22/12	ANDIDATE End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$475.00	Rating 5.60				
N 80	WRAL 10/23		2 David Letter	man	1135p-1237a	ì	:30	NM	1	\$115.00
	CLASS 4 - C. Start Date	ANDIDATE End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				

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Contract / Revision	Alt Order #
116681 /	06218219

 Contract Dates
 Product
 Estimate #

 10/22/12 - 10/28/12
 MCCRORY 10/22
 C22C28

	Start/End		Spots/			
*Line Ch Start Date End Date Description	Time		•	Rate Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$115.00	Rating 3.40			•	
N 81 WRAL 10/23/12 10/23/12 CBS Daytime (1:30-4P)	130-4p	3,40	:30	 NM	1	\$135.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -1 1	·	Rating 3.10		, , , ,	·	* 100.00
N 82 WRAL 10/23/12 10/23/12 5:00 First News	5-530p	0.10	:30	NM	1	\$550.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$550.00	Rating 8.20				·
N 83 WRAL 10/23/12 10/23/12 5:30 News	530-6p		:30	NM	1	\$550.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$550.00	Rating 8.20				
N 84 WRAL 10/23/12 10/23/12 6pm News (M-F)	6-630p		:30	NM	1	\$650.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$650.00	Rating 10.80				
N 85 WRAL 10/23/12 10/23/12 Inside Edition	7-730P		:30	NM	2	\$950.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -2 2	<u>Rate</u> \$475.00	Rating 7.60				
N 86 WRAL 10/23/12 10/23/12 Entertaiment Tonight	730-8P		:30	NM	1	\$475.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$475.00	Rating 5.60				
N 87 WRAL 10/23/12 10/23/12 Tue Hour 2	9-10p		:30	NM	1	\$1,500.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$1,500.00					
N 88 WRAL 10/24/12 10/24/12 Late News	11-1135p		:30	MM	1	\$650.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$650.00	Rating 7.40				
N 89 WRAL 10/24/12 10/24/12 David Letterman	1135p-1237	a	:30	MM	1	\$115.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1		Rating 3.40				
N 90 WRAL 10/24/12 10/24/12 CBS Daytime (1:30-4P)	130-4p		:30	NM	1	\$135.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$135.00	Rating 3,10				
N 91 WRAL 10/24/12 10/24/12 5:00 First News	5-530p		:30	NM	1	\$550.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$550.00	Rating 8.20				
N 92 WRAL 10/24/12 10/24/12 5:30 News	530-6p		:30	NM	1	\$550.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week	Rate	Rating				

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08/16/12 / 08/22/12



WRAL-TV 2619 Western Blvd Raleigh, NC 27605 (919)821-8514

	Contract / Revision 116681 /	Alt Order # 06218219
Contract Dates 10/22/12 - 10/28/12	Product MCCRORY 10/22	Estimate # C22C28
Advertiser		Original Date / Revision

*Line Ch Start Date End Date Description	Start/End Time	Days	Spots/ Length Week	Rate Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$550.00	Rating 8.20				
N 93 WRAL 10/24/12 10/24/12 6pm News (M-F)	6-630p		:30	NM	1	\$650.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$650.00	<u>Rating</u> 10.80				
N 94 WRAL 10/24/12 10/24/12 Inside Edition	7-730P		:30	NM	2	\$950.00
CLASS 4 - CANDIDATE Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 2 2	<u>Rate</u> \$475.00	Rating 7.60				
N 95 WRAL 10/24/12 10/24/12 Entertaiment Tonight	730-8P	•	:30	NM	1	\$475.00
CLASS 4 - CANDIDATE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$475.00	Rating 5.60				
			Total	s 599.10	100	\$38,530.00

Pat McCrory for Governo

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	100	\$38,530.00	\$32,750.50
Totals	100	\$38,530.00	\$32,750.50

Signature:	Date:	
•		